

Rep Order# 7907048 Ver# 16 Status Returned
EC'd Yes

Traffic Order# 25151

Printed: 10/29/2012 1:51 PM
Last Received: 10/29/2012 11:08 AM

1 of 8

Station KSL-TV SALT LAKE CITY Agency () SMART MEDIA GROUP
Advertiser () LOVE, MIA Rep Firm () WASHINGTON
Product LOVE/CD4/R Sales Office () JAMIE ANDRUS
Estimate# C3ON06 Salesperson ()
Buyer Patricia Dome Salesperson Phone# 202-872-1155
Phone# Fax# Salesperson FAX#

— CONTRACT COMMENT —

NO SPOTS CAN AIR PAST 12N ON 11/6 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
---	---	---	---	---	---	---	---	---
1	W,F	TODAY	9A-10A	:30	10/31-11/02	2	\$180.00	2
Rating: 1.3		Buyline Comment: 1/DAY						
3	M-TU	TODAY	9A-10A	:30	11/05-11/06	2	\$180.00	2
Rating: 1.3		Buyline Comment: 1/DAY						
5	TU-TH	RACHAEL RAY	10A-11A	:30	10/30-11/01	3	\$140.00	3
Rating: 1.5		Buyline Comment: 1/DAY						
8	M-TU	RACHAEL RAY	10A-11A	:30	11/05-11/06	2	\$140.00	2
Rating: 1.5		Buyline Comment: 1/DAY						
10	W,F	STUDIO 5	11A-12P	:30	10/31-11/02	2	\$150.00	2
Rating: 1.1		Buyline Comment: 1/DAY						
12	M-TU	STUDIO 5	11A-12P	:30	11/05-11/06	2	\$150.00	2
Rating: 1.1		Buyline Comment: 1/DAY						

Rep Order#	7907048	Ver#	16	Status Returned
EC'd	Yes			
Section KSL-TV SALT LAKE CITY				
Advertiser	()LOVE, MIA			
Product	LOVE/CD&R			
Estimate#	C30N06			
Buyer	Patricia Donee			
Phone#				
Fax#				
In				
Day		Program		

		NEWS @ NOON		
14.	TU-W			
Rating:	2.1			
		Buyline Comment: 1/DAY		
16	M	NEWS @ NOON		
		Rating: 2.1		
17	W-F	DAYS OF OUR LIVES		
		Rating: 1.1		
21	TU-TH	DR PHIL		
		Rating: 1.1		
24	M	DR PHIL		
		Rating: 1.1		
25	SU	SUNDAY EDITION		
		Rating: 1.7		
26	SU	MUSIC & SPOKEN		
		Rating: 5.4		
27	SU	MORMON TIMES		
		Rating: 4.3		
28	TU-TH	KATIE		
		Rating: 2.0		
		Buyline Comment: 1/DAY		

<p>Agency () SMARTI 814 KING ST, SU ALEXANDRIA, VA 22314-2201</p> <p>Agency C/P1/P2/E LOV</p> <p>Flight Dates 10/30/01</p> <p>Flight Weeks</p>	<p>Time ----- 12E-1</p>	<p>12E-1</p>	<p>2P-3P</p>	<p>2P-3P</p>	<p>3P-4P</p>	<p>3P-4P</p>	<p>9A-93</p>	<p>930A-</p>	<p>10A-1</p>	<p>4P-5P</p>
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Rep Order#	7907048	Ver#	16	Status Returned	Treat
ECD	Yes				
Station	KSL-TV	SALT LAKE CITY			Agency
Advertiser	()LOVE, MIA.				Agency C
Product	LOVE/CD4/R				Flight Da
Estimate#	C30N06				Status W
Buyer	Patricia Dome				
Phone#					
Fax#					
In	Day	Program			
	---	-----			
31	M	KATIE			
Rating:	2.0				
32	TU-F	TODAY			
Rating:	0.7				
36	M-TU	TODAY			
Rating:	0.7				
38	TU-F	TODAY 2			
Rating:	2.2				
42	M	TODAY 2			
Rating:	2.2				
43	TU-F	TODAY			
Rating:	2.7				
47	M-TU	TODAY			
Rating:	2.7				
49	TU-F	TODAY			
Rating:	2.0				
53	M-TU	TODAY			
Rating:	2.0				

Traffic Order# 25151
Printed: 10/29/2012 1:51 PM
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Showing Buylines: All Lines

88

Rep Order#	7907048	Ver#	16	Status Returned
EC'd	Yes			
Station	KSL-TV SALT LAKE CITY			
Advertiser	(LOVE, MIA)			
Product	LOVE/CD4/R			
Estimate#	C30N06			
Buyer	Patricia Donee			
Phone#				
Fax#				
In	Day	Program		
-----	-----	-----		
55	SU	TODAY		
Rating:	1.5			
56	SU	MEET THE PRESS		
Rating:	2.2			
57	TU, TH-F	NEWS @ 5P		
Rating:	3.6			
		Buyline Comment: 1/DAY		
60	M	NEWS @ 5P		
Rating:	3.6			
61	TU-F	NEWS @ 6P		
Rating:	4.2			
		Buyline Comment: 1/DAY		
65	TU-W	KSL 5 NEWS-6:30		
Rating:	3.7			
		Buyline Comment: 1/DAY		
67	M	KSL 5 NEWS-6:30		
Rating:	3.7			
68	SA	6PM NEWS		
Rating:	3.6			
69	SU	NEWS		
Rating:	1.6			
70	TU-W	TONIGHT SHOW		
Rating:	4.2			
		Buyline Comment: 1/DAY		

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Showing Buylines: All Lines 4 of 8

Rep Order#	7907048	Ver#	16	Status	Retuned	Traffic Order# 25151
EC'd	Yes					
Station	KSL-TV SALT LAKE CITY	Agency	() SMART	814 KING ST, SUITE 1000	ALEXANDRIA,	
Advertiser	() LOVE, MLA	Agency C/P/R/E	E	LO	Flight Dates	10/30/
Product	LOVECD4/R					
Estimate#	C30N06					
Buyer	Patricia Done					
Phone#						
Fax#						
In	Day	Program	Time	-----	-----	-----
---	---	-----	-----	-----	-----	-----
73	M	TONIGHT SHOW	1035P			
Rating:	4.2					
74	W-TH	LATE NIGHT	1135P			
Rating:	1.9					
		Buyline Comment: 1/DAY				
76	M	LATE NIGHT	1135P			
Rating:	1.9					
77	SA	SPORTSBEAT	1035P			
Rating:	2.8					
78	TU-W-F	10 P NEWS	10P-1			
Rating:	7.3					
		Buyline Comment: 1/DAY				
81	M	10 P NEWS	10P-1			
Rating:	7.3					
82	SA	10 P NEWS	10P-1			
Rating:	5.6					
83	SU	NEWS	10P-1			
Rating:	7.3					
84	F	NEWS	630P			
Rating:	2.4					
85	SA	GAME NIGHT LIVE	630P			
Rating:	2.9					
86	M	REVOLUTION	9P-1			
Rating:	4.3					

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Printed:	10/29/2012 1:51 PM	5 of 8
Last Received:	10/29/2012 11:08 AM	
Billing Bylines: All Lines		
6		
Rep Firm	10/29/2012 11:08 AM	
Sales Office	{) WASHINGTON	
Salesperson	{) JAMIE ANDRIUS	
Salesperson Phone#	202-872-1155	
Salesperson FAX#		
Dates	Spots /Week	Rate
-----	-----	-----
11/05-11/05	1	\$425.00
10/31-11/01	2	\$300.00
11/05-11/05	1	\$300.00
11/03-11/03	1	\$300.00
10/30-11/02	3	\$2,000.00
11/05-11/05	1	\$2,000.00
11/03-11/03	1	\$1,100.00
11/04-11/04	1	\$2,000.00
11/02-11/02	1	\$445.00
11/03-11/03	0	\$60.00
11/05-11/05	1	\$2,500.00

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EC'd	Yes				
Station	KSL-TV SALT LAKE CITY	Agency	() SMART	814 KING ST, SU	
Advertiser	() LOVE, MIA.		ALEXANDRIA,		
Product	LOVE/CD4/R		Agency C/P1/P2/E	LO	
Estimate#	C30N06		Flight Dates	10/30/	
Buyer	Patricia Dorne		Hiatus Weeks		
Phone#					
Fax#					
In	Day	Program	Time		
---	---	-----	-----		
87	TU	THE VOICE	7P-8		
Rating:	5.3				
88	W	CHICAGO FIRE	9P-11		
Rating:	6.1				
89	F	GO ON/GUYS W KIDS	7P-8		
Rating:	5.8				
90	SU	SUNDAY NIGHT FB	615P		
Rating:	5.7				
91	M	THE VOICE	7P-9		
92	TU-TH-F	NEWS	5P-5		
93	TH	30 ROCK/UP ALL NIGHT	7P-8		
94	W	ANIMAL PR/GUY	7P-8		
95	SU	BYU COACHES	1105P		
96	F	DATELINE	9P-11		
97	SA	ENCORES	7P-8		
98	SA	ENCORES	9P-11		
99	SU	FB NIGHT	5P-6		
100	TU	GO ON	8P-9		
101	F	GRIMM	8P-9		

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First Received:	10/29/2012 11:08 AM	
Buyline:	All Lines	
Rep Firm		
Sales Office (() WASHINGTON	
Salesperson (() JAMIE ANDRUS	
Salesperson Phone#	202-872-1155	
Salesperson FAX#		
Dates	Spots/Week	Rate
10/30-10/30	1	\$3,500.00
10/31-10/31	1	\$1,400.00
11/02-11/02	1	\$1,000.00
11/04-11/04	1	\$3,000.00
11/05-11/05	1	\$3,500.00
10/30-11/02	1	\$1,150.00
11/01-11/01	1	\$1,500.00
10/31-10/31	1	\$1,800.00
11/04-11/04	1	\$120.00
11/02-11/02	1	\$1,500.00
11/03-11/03	1	\$400.00
11/03-11/03	1	\$550.00
11/04-11/04	1	\$700.00
10/30-10/30	1	\$3,200.00
11/02-11/02	1	\$2,300.00

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7 of 8

Station	KSL-TV SALT LAKE CITY	Agency	(SMART MEDIA GROUP	Rep Firm
Advertiser	(LOVE, MIA	814 KING ST., SUITE 400	WASHINGTON	Sales Office ()
Product	LOVE/CD4/R	ALEXANDRIA, VA 22314	JAMIE ANDRUS	Salesperson ()
Estimate#	C30N06	Agency C/P1P2/E LOVE/CDR/C30N06	Salesperson Phone# 202-872-1155	Salesperson FAX#
Buyer	Patricia Done	Flight Dates 10/30/2012 - 11/06/2012		
Phone#		Hiatus Weeks		
Fax#	In Day	Program	Time	Dates
---	---	---	---	Spots/Week
102	TR-F	BuyLine Comment: 1/DAY	630P-7P :30	11/01-11/02 2
				\$475.00
103	W	L & O	8P-9P :30	10/31-10/31 1
				\$1,600.00
104	TH	LATE NIGHT	1135P-1235A :30	11/01-11/01 1
				\$300.00
105	M	6P NEWS	6P-630P :30	11/05-11/05 1
				\$800.00
106	TH-F	NOON NEWS	12P-1P :30	11/01-11/02 2
				\$200.00
107	TH	BuyLine Comment: 1/DAY OFFICE/PARKS	8P-9P :30	11/01-11/01 1
				\$3,200.00
108	SA	OUTDOORS	1105P-1135P :30	11/03-11/03 1
				\$210.00
109	TU	PARENTHOOD	9P-10P :30	10/30-10/30 1
				\$2,500.00
110	W,F	RACHEL RAY	10A-11A :30	10/31-11/02 2
				\$140.00
111	M	RACHEL RAY	10A-11A :30	11/05-11/05 1
				\$140.00
112	TU	RECIFE ROCKS	830P-9P :30	10/30-10/30 1
				\$400.00
113	TH	ROCK CENTER	9P-10P :30	11/01-11/01 1
				\$950.00
114	SU	SPORTSBEST	1035P-1105P :30	11/04-11/04 1
				\$500.00
115	TH	STUDIO 5	11A-12P :30	11/01-11/01 1
				\$150.00
116	SU	NFL	615P-930P :30	11/04-11/04 1
				\$3,000.00
117	W-F	TODAY	9A-10A :30	10/31-11/02 3
				\$180.00

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Showing Bylines: All Lines

Station	KSL-TV SALT LAKE CITY	Agency	(SMART MEDIA GROUP	Rep Firm
Advertiser	(LOVE, MIA	814 KING ST, SUITE 400	WASHINGTON	Sales Office ()
Product	LOVE/CD4/R	ALEXANDRIA, VA 22314	JAMIE ANDRUS	Salesperson ()
Estimate#	C30N06	Agency C/P1P2/E LOVE/ORDR/C30N06	Salesperson Phone#	Salesperson FAX#
Buyer	Patricia Done	Flight Dates 10/30/2012 - 11/06/2012	202-872-1155	
Phone#		Hiatus Weeks		
Fax#				
In	Day	Program	Time	Len
---	---	---	---	---
118	M-TU	TODAY	9A-10A	:30
119	W-F	TODAY 3	1P-2P	:30
		Buyline Comment: 1/DAY		
120	M	TODAY 3	1P-2P	:30
121	F	TONIGHT SHOW	1035P-1135P	:30
122	SA	ENCORES	8P-9P	:30

—REPORT TOTALS—

Report Totals: 127 / \$80,435.00

—SALES MONTHLY TOTALS—

Nov 12: 127 / \$80,435.00

Sales Totals: 127 / \$80,435.00

Station Totals: 127 / \$80,435.00

Lines not sent/xclsd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals

\$402,175

KSL 0% KUTZ 0% KSTU 20% KTVX 0%
KUCW 0% KUTV 0% UNKN 0% 80% 0%

Books null
Demos RA35+